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ABSTRACT

This paper describes a successful financial election campaign that used a combination of computer technology and public relations techniques. Analysis, determination of needs, development of strategy, organization, finance, communication, and evaluation are given as the steps to be taken for a successful school financial campaign. The authors describe how to plan and administer an opinion survey instrument and discuss how to run defined audience campaigns aimed at those groups most likely to vote "yes." According to the report, the results of the successful campaign indicate that voter turnout size is not as critical as the audience represented by the voters. (JF)

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PUBLIC RELATIONS, COMPUTERS, AND ELECTION SUCCESS

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GEORGE GALLUP, IN HIS MOST RECENT SURVEY OF THE PUBLIC'S ATTITUDES TOWARD THE PUBLIC SCHOOLS, TELLS US WE CAN WIN OUR NEXT FINANCIAL ELECTION IF WE MEET CERTAIN CONDITIONS. GALLUP SAYS WE CAN BE ASSURED OF WINNING IF OUR COMMUNITY IS IN THE WESTERN UNITED STATES AND HAS A POPULATION BETWEEN 25 AND 50,000. IN ADDITION, SAYS GALLUP, ALL OUR VOTERS MUST BE WHITE, HIGHLY EDUCATED, MEMBERS OF THE PROFESSIONAL CLASS, AGES 21-29, AND ANY RELIGION BUT CATHOLIC.

WE REALIZE, OF COURSE, THAT THIS COMBINATION OF FACTORS IS EXTREMELY IDEALISTIC AND HIGHLY IMPROBABLE... SO WE'D LIKE TO TELL YOU ABOUT THE CAMPAIGN WE CONDUCTED UNDER COMBAT CONDITIONS, AND PRESENT SOME TECHNIQUES THAT, COLLECTIVELY, WILL GIVE YOU A 5 TO 1 CHANCE OF WINNING THE NEXT TIME YOU GO TO THE POLLS.

OUR BASIC GOAL TODAY IS TO GIVE YOU SOME INSIGHT INTO A NEW CONCEPT OF PLANNING FOR SCHOOL ELECTIONS.

ALTHOUGH LARRY AND I WILL BE TALKING ABOUT PUBLIC RELATIONS AND COMPUTERS, WE'D LIKE YOU TO RECOGNIZE THAT OUR TECHNIQUES CAN BE APPLICABLE TO YOUR DISTRICT EVEN IF YOU DON'T HAVE A COMPUTER.

THE CONCEPT ITSELF WAS DEVELOPED AS A RESULT OF SOME VERY DEPRESSING RESEARCH WE CONDUCTED IN ROCHESTER. LET ME SHARE JUST ONE BIT OF INFORMATION: IN 1965 EVERY REQUEST FOR ADDITIONAL MILLAGE IN OAKLAND COUNTY (MICHIGAN) WAS APPROVED-- 100% SUCCESS. IN 1971 OAKLAND COUNTY VOTERS APPROVED ONE ADDITIONAL MILLAGE REQUEST-- ROCHESTER'S.

THIS SIMPLE STATISTIC AND OTHER DATA WE HAVE COLLECTED CLEARLY POINT OUT THAT THE TIME IS LONG-OVERDUE FOR SCHOOL DISTRICTS TO GET SCIENTIFIC IN ELECTION PLANNING. NO LONGER CAN WE PLOP AN ISSUE BEFORE THE VOTERS AND EXPECT THEIR WHOLE-HEARTED SUPPORT... AND THAT'S WHY IT'S CRITICAL FOR SCHOOL DISTRICTS-- AND YOU --TO PROMOTE A MARRIAGE OF COMPUTER TECHNOLOGY AND PUBLIC RELATIONS' TECHNIQUES.

WE HAVE ISOLATED SEVEN STEPS BASIC TO ANY SCHOOL FINANCIAL CAMPAIGN. SIMPLY STATED, THEY ARE: ANALYSIS, DETERMINATION OF NEEDS, DEVELOPMENT OF STRATEGY, ORGANIZATION, FINANCE, COMMUNICATION, AND EVALUATION.

STEP ONE- ANALYSIS- SIMPLY IMPLIES THAT YOU SHOULD KNOW YOUR COMMUNITY. YOU SHOULD KNOW HOW PEOPLE FEEL ABOUT THE SCHOOLS, AND WHAT THE "TEMPERATURE" IS IN VARIOUS SCHOOL ATTENDANCE AREAS.

ALLOW US HERE TO UNDERLINE THE IMPORTANCE OF YEAR-AROUND OR CONTINUAL ANALYSIS. AS A MINIMUM, WE FEEL THAT DISTRICTS SHOULD SPEND 5 MONTHS IN THE ANALYSIS STAGE. RESEARCH HAS SHOWN AGAIN AND AGAIN THAT LOOSING ELECTIONS ARE CHARACTERIZED BY TOO LITTLE TOO LATE. ALL OF YOU ARE FAMILIAR WITH THE DISTRICT THAT BEGINS PLANNING A JUNE ELECTION IN THE MIDDLE OF MAY.

CERTAINLY, ONE OF THE MOST USEABLE ANALYSIS TOOLS IS THE OPINION SURVEY. UNFORTUNATELY, EVEN THE THOUGHT OF OPINION POLLING MAKES MOST SCHOOL ADMINISTRATORS SHUDDER.

SOMEHOW-- PERHAPS THROUGH A POOLING OF IGNORANCE --SURVEYS HAVE BECOME EQUATED WITH WALKING THE HO CHI MINH TRAIL AT NIGHT.

DURING THE COURSE OF OUR CAMPAIGN, WE ADMINISTERED ELEVEN SURVEYS. WE SOUGHT THE OPINIONS OF OUR STUDENTS TWICE, OUR STAFF TWICE, ELEMENTARY PARENTS FOUR TIMES, REGISTERED VOTERS TWICE, AND THOSE WHO VOTED ONCE.

WE'D LIKE TO SHARE WITH YOU EIGHT BASIC QUESTIONS THAT WILL HELP YOU PLAN AND SUCCESSFULLY ADMINISTER ANY SURVEY INSTRUMENT:

1) WHAT DO YOU WANT TO KNOW?

THIS IS PROBABLY THE TOUGHEST OF THE EIGHT QUESTIONS, AND YOU SHOULDN'T GO ANY FURTHER UNTIL YOU KNOW THE ANSWER.

2) FROM WHOM?

DO YOU WANT TO SEEK INFORMATION FROM VOTERS, NON-VOTERS, ELEMENTARY PARENTS, STUDENTS, OR SOME COMBINATION OF THESE POPULATIONS?

3) WHERE WILL YOU GET YOUR SAMPLE?

OBVIOUSLY, YOU WILL HAVE TO SURVEY A POPULATION FROM WHICH IT IS POSSIBLE TO EXTRACT A MEANINGFUL SAMPLE.

4) WHAT INSTRUMENT OR SURVEY TECHNIQUE SHOULD YOU USE?

ALTHOUGH THERE ARE A NUMBER OF TECHNIQUES FOR SURVEYING, YOU HAVE TO APPROACH THE PUBLIC IN ONE OF THREE DIFFERENT WAYS: EITHER BY TELEPHONE, BY MAIL, OR BY INTERVIEW.

WE HAVE TRIED THEM ALL, AND HAVE COME TO FAVOR THE TELEPHONE SURVEY. HERE'S WHY: IT'S QUICK, IT'S INEXPENSIVE, AND IT'S ACCURATE.

THE SYSTEM WE HAVE DEVELOPED ENABLES US TO EXECUTE A SURVEY-- FROM WRITING THE QUESTIONS THROUGH ANALYSIS-- WITHIN 48 HOURS. COMPARE THIS TO A SURVEY WE MAILED LAST JANUARY. THE FINAL QUESTIONNAIRE WAS RETURNED ON JUNE 14TH.

OUR HARD DOLLAR COST FOR SURVEYING 400 PEOPLE BY PHONE AVERAGES APPROXIMATELY $10.

MAIL SURVEYS ARE GENERALLY RETURNED BY THOSE INDIVIDUALS WHO ARE EITHER VERY PLEASED WITH THE WAY THINGS ARE GOING OR BY THOSE WHO SPECIALIZE IN GRINDING AXES. PEOPLE IN THE MIDDLE OF THIS CONTINUUM RARELY RESPOND. THE TELEPHONE SURVEY CUTS ACROSS ALL PARTS OF THE CONTINUUM AND PROVIDES TRUE RANDOM RESULTS.

5) HOW SHOULD YOU WORD YOUR QUESTIONS?

OBVIOUSLY, WORDING IS IMPORTANT-- A NUMBER OF PEOPLE MAKE A VERY GOOD LIVING WRITING QUESTIONS... AND WE COULD DO YOU NO GREATER SERVICE THAN TO REFER YOU TO A MOST READABLE BOOK TITLED <u>THE ART OF ASKING QUESTIONS</u> BY PAYNE.

6) WHO SHOULD I PRE-TEST?

BEFORE THE SURVEY IS PRINTED INTO FINAL FORM, FIND A GROUP WITH CHARACTERISTICS SIMILAR TO THOSE WHO WILL ULTIMATELY BE SURVEYED. WE HAVE FOUND THIS TO BE A PARTICULARLY GOOD JOB FOR ADMINISTRATIVE WIVES AND SECRETARIES.

7) WHO SHOULD ADMINISTER THE SURVEY?

THIS SHOULD BE DONE BY SOMEONE WHO IS NOT AFFILIATED WITH THE SCHOOLS. IN OUR DISTRICT WE HAVE TRAINED AND BEEN MOST SATISFIED WITH THE LOCAL CHAPTER OF THE LEAGUE OF WOMEN VOTERS.

8) WHAT DID THE SURVEY SAY?

AFTER ALL THIS WORK, YOU OBVIOUSLY WANT TO KNOW THE RESULTS... BUT REMEMBER THAT THE PUBLIC ALSO WANTS TO KNOW. WE RARELY RELEASE THE RAW SURVEY DATA, BUT WE ALWAYS PROVIDE THE MEDIA WITH A NEWS RELEASE.

WE ALSO ARE CONVINCED THAT IT WOULD BE EXTREMELY DIFFICULT TO EVALUATE A SURVEY WITHOUT SOME FORM OF AUTOMATION. BY PUNCHING THE DATA INTO CARDS OR USING OPTICAL SCAN, YOU CAN QUICKLY TABULATE RESULTS AND PERFORM CORRELATIONS.

WE DON'T MEAN TO DWELL ON OPINION POLLING, BUT WE FEEL IT IS A VERY CRITICAL PART OF ANALYSIS. SURVEYS CAN TELL YOU WHEN TO CAMPAIGN, WHO TO DIRECT YOUR CAMPAIGN TOWARD, AND -- PERHAPS -- THAT YOU SHOULDN'T HAVE AN ELECTION BECAUSE THERE IS NO CHANCE OF WINNING.

AS WE CONTINUE, I'M SURE YOU'LL UNDERSTAND THE CRITICAL ROLE OPINION POLLING PLAYED IN OUR CAMPAIGN.

IT WAS ABOUT SEVEN MONTHS BEFORE OUR ELECTION WHEN WE DECIDED TO PUNCH OUR VOTER REGISTRATION BOOKS INTO CARD FORMAT. WE KEYPUNCHED THE VOTER'S NAME, ADDRESS, SEX, BIRTH DATE, PRECINCT, ELEMENTARY ATTENDANCE AREA, AND TURNOUT FOR THE PREVIOUS FOUR ELECTIONS.

ODDLY ENOUGH, IT WAS ONLY AFTER PUNCHING THE CARDS THAT WE KNEW HOW MANY REGISTERED VOTERS THERE WERE IN ROCHESTER.

AND WE FOUND OTHER INTERESTING FACTS WHEN OUR KEYPUNCHING WAS COMPLETED. FOR EXAMPLE, WE FOUND 1235 REGISTERED ELEMENTARY PARENTS WHO HAD NEVER VOTED IN A SCHOOL ELECTION. IN FACT, WE TABULATED THIS AGAIN BECAUSE WE THOUGHT WE WERE MISTAKEN. AFTER ALL, THIS WAS A GROUP RESEARCHERS HAD IDENTIFIED

AS EXTREMELY POSITIVE TOWARD SCHOOL FINANCIAL ISSUES. I THINK BILL AND I INDEPENDENTLY SET A MENTAL GOAL TO GET 50% OF THESE PEOPLE OUT IN THE NEXT ELECTION.

WE ALSO ESTABLISHED A GOLDEN AGE CLUB WITH OUR VOTER FILE. FOR YEARS THE DISTRICT HAD BEEN TRYING TO DO MORE FOR SENIOR CITIZENS... BUT WE COULDN'T FIND THEM. USING THE VOTER FILE, I FURNISHED OUR COMMUNITY EDUCATION DIRECTOR WITH OVER 600 NAMES AND MAILING LABELS. END RESULT: MORE SUPPORT FROM TRADITIONALLY NEGATIVE VOTERS.

WE ARE STILL FINDING NEW TECHNIQUES AND IDEAS FOR OUR VOTER FILE: BY BATCH ADDING PEOPLE WE ARE ABLE TO IDENTIFY THE MONTH AND YEAR THAT THEY REGISTERED TO VOTE. BY PUTTING OUR DISTRICT AND ITS VOTING PATTERNS INTO GRIDS, WE ARE FINDING NEW CLUES FOR OUR COMMUNICATION PROGRAM. THE ANALYSIS POSSIBILITIES APPEAR ENDLESS, AND I'M SURE THEY WILL CONTINUALLY BE UNVAILED AS WE CHANGE OUR PRECINCTS TO COINCIDE WITH ELEMENTARY ATTENDANCE BOUNDARIES AND STUDY THE 18-YEAR OLD VOTER.

ANOTHER SEGMENT OF OUR ANALYSIS INCLUDED LOOKING AT 187 DIFFERENT CAMPAIGNS CONDUCTED IN 24 STATES. AGAIN, WE FOUND INFORMATION THAT IS WORTH SHARING.

FIRST, LET'S TAKE A LOOK AT THE BOARD OF EDUCATION AS A CHANNEL OF COMMUNICATION. THOSE OF YOU WHO PLAN TO COMMUNICATE THROUGH THE BOARD WILL BE DISMAYED TO HEAR THAT BOARD MEMBERS ARE VIRTUALLY INEFFECTIVE COMMUNICATORS. THE RESEARCH ALSO SHOWS THAT SUPERINTENDENTS ARE GENERALLY INEFFECTIVE-- TENDING TO TALK ONLY TO MEMBERS OF THE POWER STRUCTURE.

PERHAPS THE MOST DEPRESSING BIT OF INFORMATION WE FOUND CAME FROM A STUDY CONDUCTED IN THE STATE OF WASHINGTON. RESEARCHERS THERE FOUND THAT ONLY ONE PARENT IN FOUR COULD NAME HIS CHILD'S TEACHER... AND ONLY ONE SECONDARY PARENT IN SEVEN COULD NAME ANY OF HIS CHILD'S TEACHERS.

THE PERSON-TO-PERSON SOURCE OF SCHOOL INFORMATION IS ALSO VERY

REVEALING: WHEN PEOPLE WANT INFORMATION ABOUT SCHOOLS THEY TEND TO GO FIRST TO THE SCHOOL SECRETARY. THEN THEY GO TO A MEMBER OF THE TEACHING STAFF. AND FINALLY, THEY GO EITHER TO THE SCHOOL CUSTODIAN OR THE BUILDING PRINCIPAL.

WE'LL SKIP STEP TWO-- DETERMINATION OF NEEDS --ASKING YOU ONLY TO NOTICE THE ORDER OF OUR SEVEN BASIC STEPS... IT IS CRITICAL THAT YOU COMPLETE THE ANALYSIS STAGE BEFORE DETERMINING WHAT THE FINAL BALLOT ISSUE WILL BE.

ONE OF THE KEYSTONES TO ROCHESTER'S SUCCESS WAS OUR ORGANIZATION STRUCTURE. WE TRIED TO DEVELOP A MARKETING PLAN HEADED BY A CAMPAIGN COORDINATOR. THE COORDINATOR-- AND THAT WAS MY JOB-- DIRECTED THE CAMPAIGN AND ATTENDED EVERY MEETING HELD BY EVERY COMMITTEE.

MOST SCHOOL DISTRICTS USE CITIZEN ADVISORS IN THEIR CAMPAIGNS. WE DID TOO... BUT WE FEEL THAT OUR ADVISORS WERE USED IN A DIFFERENT WAY: INSTEAD OF BEING ABOVE OR BELOW THE COORDINATOR IN THE ORGANIZATION CHART, THESE PEOPLE WERE OFF TO THE RIGHT AND CONTROLLED BY THE COORDINATOR. WE SIMPLY TOLD THEM THAT WE WERE GOING TO CONDUCT A CAMPAIGN, THAT WE KNEW WHAT OUR NEEDS WERE, AND THAT WE JUST WANTED THEM TO TELL US IF WE HAD MISSED ANYTHING OR IF THEY THOUGHT WE WERE DOING SOMETHING THAT WOULDN'T WORK IN OUR COMMUNITY.

SIX BASIC COMMITTEES OPERATED DURING THE COURSE OF THE CAMPAIGN. ALL WERE CHAIRED BY ROCHESTER ADMINISTRATORS... BECAUSE WE FELT THIS GAVE US THE DEGREE OF CONTROL WE NEEDED.

THE FINANCE COMMITTEE WAS UNDER THE SUPERVISION OF THE ADMINISTRATIVE ASSISTANT FOR BUDGETING. HIS JOB WAS TO RAISE WHATEVER FUNDS WE DECIDED WERE NECESSARY TO SUCCESSFULLY PASS THE ISSUE.

THE PUBLICITY COMMITTEE WAS HEADED BY A PRINCIPAL WHO HAD EXPERIENCE AS A PUBLIC RELATIONS MAN.

THE LEGAL/MECHANICAL COMMITTEE WAS CHAIRED BY OUR ASSISTANT SUPERINTENDENT. IT WAS HIS RESPONSIBILITY TO MAKE SURE THE BALLOTS WERE PRINTED, THE ELECTION INSPECTORS WERE TRAINED, THE VOTING MACHINES WERE IN THE PROPER PLACE-- IN SHORT, LOGISTICS.

THE REGISTRATION COMMITTEE WAS CHAIRED BY THE DIRECTOR OF ELEMENTARY EDUCATION. HIS DUTIES INCLUDED THE REGISTRATION OF VOTERS-- PARTICULARLY THOSE INCLINED TO VOTE FAVORABLY.

THE SURVEY/DINNER COMMITTEE WORKED TO DEVELOP THE COMMUNITY OPINION SURVEYS WHICH WERE CONDUCTED BEFORE, DURING, AND AFTER THE CAMPAIGN. THIS COMMITTEE, HEADED BY THE DIRECTOR OF COMMUNITY EDUCATION, ALSO PLANNED OUR FIRST COMMUNITY DINNER, A MID-YEAR "STATUS OF THE SCHOOLS" REPORT TO THE PUBLIC.

THE DATA PROCESSING COMMITTEE WAS CHAIRED BY LARRY... AND HIS FUNCTION WILL SOON BE APPARENT.

TO MAKE THIS ORGANIZATION ACTION-ORIENTED, WE DEVELOPED A MONTHLY CAMPAIGN CALENDAR. THE CALENDAR WAS A PERT TECHNIQUE, AND SIMPLY TOLD WHO WAS GOING TO DO WHAT WHEN. I THINK THE ADVANTAGES ARE OBVIOUS: FIRST, EVERYBODY KNEW WHAT THE OTHER PERSON WAS DOING; AND, SECONDLY, THE CALENDAR SERVED TO HOLD PEOPLE ACCOUNTABLE TO THE COORDINATOR. WE FOUND THAT A FEW PEOPLE NEGLECTED THEIR RESPONSIBILITIES EARLY IN THE CAMPAIGN. HOWEVER, THESE APATHIES CORRECTED THEMSELVES BECAUSE THOSE WHO WERE NOT CONTRIBUTING FOUND THEMSELVES SUBJECTED TO A GREAT DEAL OF PEER PRESSURE.

WE LOOKED AT FINANCIAL ELECTIONS HELD IN OAKLAND COUNTY, THE STATE OF MICHIGAN, AND THE NATION. WE FOUND THAT WHEN VOTER TURNOUT IS BELOW 30 PERCENT, SCHOOL FINANCIAL ISSUES ARE APPROVED MORE FREQUENTLY THAN NOT.

WHEN VOTER TURNOUT IS BETWEEN 30 AND 60 PERCENT, MORE ELECTIONS FAIL THAN SUCCEED. THERE HAVE BEEN A FEW CASES WHERE TURNOUT EXCEEDED 60 PERCENT. CHANCES OF SUCCESS AT THIS LEVEL ARE SOMEWHAT BETTER THAN 50-50.

IN MICHIGAN, THE AVERAGE VOTER TURNOUT IS 36 PERCENT. THE DATA WE HAVE COLLECTED SHOWS THAT THIS SIZE TURNOUT IS ALMOST PERFECTLY CORRELATED WITH ELECTION FAILURE.

DURING THE ANALYSIS AND ORGANIZATION STAGES WE OBVIOUSLY WERE DEVELOPING STRATEGIES. ONE OF THE THINGS THAT CAUGHT OUR ATTENTION WAS THE FORMULA: V= K + 1 + 2 + ... IT WORKS THIS WAY: FIRST, YOU DETERMINE THE HIGHEST NUMBER OF NEGATIVE VOTES EVER CAST IN YOUR DISTRICT. THEN, BECAUSE ELEMENTARY PARENTS ARE TRADITIONALLY SCHOOL SUPPORTERS, YOU BEGIN ADDING THE NUMBER OF KINDERGARTEN PARENTS TO THE NUMBER OF FIRST GRADE PARENTS TO THE NUMBER OF SECOND GRADE PARENTS AND SO FORTH UNTIL YOU EXCEED THE HIGHEST NEGATIVE VOTE. IN THEORY, THIS NUMBER OF VOTERS WILL GIVE YOU A GOOD SHOT AT SUCCESS. IN REALITY, THE THEORY HAS TWO BASIC FLAWS: IT DOES NOT ACCOUNT FOR THOSE WHO ARE NOT REGISTERED AND IT DOES NOT CONSIDER THAT VOTER TURNOUTS ARE INCREASING.

OUR DECISION TO RUN A DEFINED AUDIENCE CAMPAIGN WAS FOUNDED ON A VERY BASIC PREMISE: THAT A GENERAL CAMPAIGN HITS ALL KINDS OF PUBLICS, SOME OBVIOUSLY MORE SUPPORTIVE THAN OTHERS. WE FELT THAT WE COULD EVADE THE NEGATIVE AUDIENCES AND OVERCOME THE TURNOUT STATISTICS BY RUNNING SEVERAL DEFINED AUDIENCE CAMPAIGNS WITHIN THE SCOPE OF THE GENERAL CAMPAIGN.

WE SELECTED THREE BASIC TARGET OR "DEFINED" AUDIENCES: ONE, PRESCHOOL AND ELEMENTARY PARENTS. THESE PEOPLE WERE SELECTED BECAUSE OUR ANALYSIS INDICATED THAT THEY HAVE THE HIGHEST HOPES FOR THEIR CHILDREN. THESE ARE THE PARENTS WHO FEEL THAT THEIR SONS AND DAUGHTERS ARE GOING TO BE DOCTORS OR LAWYERS... IF ONLY BECAUSE THEY HAVE NOT YET FAILED FOURTH GRADE MATH.

STAFF MEMBERS COMPOSED OUR SECOND DEFINED AUDIENCE. THE RATIONALE FOR THIS TARGET WAS BASIC: THESE WERE THE PEOPLE WHOSE JOBS WERE IN JEOPARDY IF THE ELECTION FAILED. THEY HAD A VESTED INTEREST.

BECAUSE OF THE NATURE OF OUR COMMUNITY, WE SELECTED "OUTSIDE EDUCATORS," THOSE PEOPLE CONNECTED WITH THE TEACHING PROFESSION WHO LIVED IN ROCHESTER BUT WORKED OUTSIDE THE DISTRICT, AS A THIRD DEFINED AUDIENCE. WE FELT THAT THE NATURE OF THE BEAST AND THE COMRADESHIP OF UNIONISM WOULD RESULT IN A HIGH PROBABILITY OF POSITIVENESS.

LATER WE ALSO DID SOME WORK WITH NEW PARENTS BECAUSE THEY ALSO HAVE HIGH HOPES FOR THEIR CHILDREN. IN FACT, THEY BUY MORE ENCYCLOPEDIAS THAN ANY OTHER GROUP.

WE ALSO ADDED NEW RESIDENTS. OUR REASONING AGAIN WAS VERY BASIC: MOST PEOPLE LOOK AT THE QUALITY OF THE SCHOOLS BEFORE THEY MOVE. IF THEY HADN'T THOUGHT WE WERE GOOD, THEY WOULDN'T HAVE MOVED IN... AND IN MOST CASES THEY HAVEN'T BEEN AROUND LONG ENOUGH TO KNOW BETTER.

THESE GROUPS-- PRESCHOOL AND ELEMENTARY PARENTS, STAFF MEMBERS, OUTSIDE EDUCATORS, NEW PARENTS, AND NEW RESIDENTS-- FORMED THE FOUNDATION OF OUR "YES" FILE.

AFTER DECIDING TO RUN A DEFINED AUDIENCE CAMPAIGN, WE STARTED TO IDENTIFY OUR SUPPORTERS AND PLACE THEM INTO OUR "YES" FILE. THE INFORMATION THAT WAS KEYPUNCHED INTO THIS CARD CONSISTED OF THE VOTER'S NAME, ADDRESS, SEVERAL IDENTIFICATION CODES, ELEMENTARY ATTENDANCE AREA, PRECINCT, PRIORITY CODE, AND HIS HOME TELEPHONE NUMBER.

THERE WERE A NUMBER OF WAYS TO GET INTO THE "YES" FILE. INFACT, SOME PEOPLE QUALIFIED TWO, THREE, OR EVEN FOUR TIMES. THE FIRST TYPE OF "YES" VOTER THAT WE IDENTIFIED WAS OUR ELEMENTARY PARENTS. BY USING VOTER REGISTRATION CARDS THE ELEMENTARY BUILDING PRINCIPALS IDENTIFIED THOSE WHO WERE REGISTERED AND THOSE WHO WERE NOT. THE REGISTERED ELEMENTARY PARENTS WERE PLACED INTO THE "YES" FILE. THE NON-REGISTERED ELEMENTARY PARENTS RECEIVED PERSONAL CONTACTS AND LETTERS URGING THEIR SUPPORT. IF THESE PEOPLE REGISTERED TO VOTE, THEY WERE PLACED INTO THE "YES" FILE.

THE SECOND GROUP IDENTIFIED AS "YES" VOTERS WAS SCHOOL EMPLOYEES. THEY WERE MATCHED AGAINST OUR VOTER CARDS. THOSE WHO WERE REGISTERED TO VOTE WERE PLACED INTO THE "YES" FILE; THOSE WHO WERE NOT REGISTERED RECEIVED A PERSONAL CONTACT FROM THEIR IMMEDIATE SUPERVISOR.

THE THIRD TYPE OF IDENTIFIED "YES" VOTERS WAS CALLED PROFESSIONAL EDUCATORS. THESE WERE PEOPLE WHO LIVED IN THE ROCHESTER COMMUNITY SCHOOL DISTRICT, AND WORKED IN A NEIGHBORING DISTRICT, COLLEGE, OR UNIVERSITY. EMPLOYEE DIRECTORIES WERE OBTAINED FROM OVER 70 EDUCATIONAL INSTITUTIONS, AND ALL ROCHESTER RESIDENTS WERE EXTRACTED AND KEYPUNCHED INTO CARDS. IF THEY WERE REGISTERED TO VOTE THEY WERE PLACED INTO THE "YES" FILE. IF THEY WERE NOT REGISTERED THEY RECEIVED A LETTER FROM THE PRESIDENT OF THE ROCHESTER EDUCATION ASSOCIATION.

THE NEXT TYPE OF "YES" VOTER WAS A RESIDENT NEW TO OUR DISTRICT. WE FELT THAT NEW RESIDENTS WERE "YES" VOTERS BECAUSE-AS BILL HAS SAID--THEY PROBABLY LOOKED OVER THE SCHOOLS BEFORE MOVING IN.

PARENTS OF PRESCHOOL CHILDREN WERE THE NEXT PEOPLE PLUGGED INTO THE FILE.

THERE ALSO WERE OTHER WAYS TO GET INTO THE FILE. THOSE WHO ENDORSED THE ELECTION WERE INSERTED.

WE PROVIDED OUR PROFESSIONAL STAFF WITH A FORM AND ASKED THEM TO INDICATE PEOPLE THEY KNEW WHO WERE POSITIVE "YES" VOTERS AS WELL AS THOSE WHO WERE POSITIVE "NO." "YES" VOTERS WERE ADDED, AND THOSE IDENTIFIED AS NEGATIVE WERE PULLED FROM THE FILE.

WE EVEN HAD SOME CASES WHERE ONE TEACHER WOULD TELL US OF ANOTHER WHO SHOULD BE PULLED.

THE LAST TYPE OF PERSON WE CONSIDERED TO BE A "YES" VOTER WAS THE INDIVIDUAL WHO HAD SOMETHING TO LOOSE... PEOPLE LIKE BAND BOOSTERS, ATHLETIC CLUBS, AND SPONSORS OF INTRAMURAL ATHLETICS.

IN ROCHESTER WE HAD AN ORCHESTRA AND BAND BOOSTERS AND HIGH SCHOOL ATHLETIC CLUBS WHICH STRONGLY SUPPORTED THE ELECTION. WE OBTAINED THEIR MEMBERSHIP LISTING AND PUT THESE INDIVIDUALS INTO THE "YES" FILE.

TO AID IN THE REGISTRATION OF VOTERS, WE SET ASIDE ONE DAY EARLY IN THE CAMPAIGN FOR KINDERGARTEN ROUND-UP. THEN WE SET UP VOTER REGISTRATION IN EACH BUILDING ON THE SAME DAY. BY DEPUTIZING THE LEAGUE OF WOMEN VOTERS WE HAD EACH TOWNSHIP REPRESENTED AT THE ELEMENTAY BUILDINGS.

AFTER THE DAY WAS OVER, WE HAD REGISTERED 328 PARENTS OF KINDERGARTEN STUDENTS. THESE ALSO WERE PLACED INTO OUR "YES" FILE. THIS PROCESS STILL CONTINUES, AND WE PLAN ON MAKING IT AN ANNUAL ACTIVITY IN OUR DISTRICT. AFTER THE DEADLINE FOR REGISTERING TO VOTE, WE CLOSED THE VOTER FILE AND WENT TO WORK PROCESSING THE "YES" FILE.

WE USED A SOMEWHAT DIFFERENT TECHNIQUE IN FINANCING OUR CAMPAIGN, AND WOULD LIKE TO TAKE JUST A MOMENT TO SHARE IT WITH YOU. WE CREATED AN INTERNAL ACCOUNT CALLED THE ROCHESTER MILLAGE FUND. THEN WE DRAFTED A LETTER TO ALL VENDORS DOING BUSINESS WITH OUR DISTRICT TELLING THEM THAT FOR A CHANGE THE SHOE WAS ON THE OTHER FOOT. QUITE SIMPLY, WE ASKED THEM TO BUY A PIECE OF THE ACTION. THE RESULTING CONTRIBUTIONS FINANCED OUR ENTIRE CAMPAIGN.

IF YOU CONSIDER USING THIS TECHNIQUE, REMEMBER TO TELL YOUR VENDORS THAT THEIR DONATIONS ARE TAX DEDUCTIBLE.

AFTER WE HAD THE MONEY, WE CHANGED THE NAME OF THE INTERNAL ACCOUNT TO THE ROCHESTER CHILDREN'S FUND. THE RATIONALE FOR THIS CHANGE WILL BECOME APPARENT IN A FEW MINUTES.

THERE IS ONE FINAL POINT TO MAKE ON FINANCING: YOU SHOULD PLAN YOUR CAMPAIGN AND THEN FINANCE IT. DON'T LET AVAILABLE FINANCES DICTATE THE TYPE OF CAMPAIGN YOU WILL RUN. PLAN THE MOST EFFECTIVE CAMPAIGN YOU CAN AND THEN RAISE THE MONEY TO FINANCE IT.

THE NEXT STEP IN OUR CAMPAIGN PROCESS WAS COMMUNICATION. IT IS OUR BELIEF THAT MOST PUBLIC COMMUNICATION PERTAINING DIRECTLY TO THE ELECTION ISSUE SHOULD TAKE PLACE DURING THE TWO OR THREE WEEKS PRIOR TO ELECTION DAY.

IT'S IMPORTANT THAT YOU REMEMBER A COUPLE OF THINGS IN DEVELOPING YOUR COMMUNICATION OBJECTIVES: FIRST, USE A CHILD-CENTER THEME-- "CHILDREN MEAN MORE IN ROCHESTER-- YES OR NO?" "THE ROCHESTER CHILDREN'S FUND."

ALSO BEAR IN MIND THAT LEVY IS A FOUR-LETTER WORD, AND SO IS MILL. ONE MISINFORMED GROUP WE KNOW RECOMMENDS STUFFING ELECTION FLYERS IN BAGS AT THE SUPER MARKET. WE CAN ONLY SAY THAT WITH FOOD PRICES THE WAY THEY ARE TODAY, THIS WOULD BE ONE OF THE MOST SERIOUS MISTAKES ANY CAMPAIGNER COULD MAKE.

WE SUGGEST AIMING ALL YOUR MATERIAL AT THE LADIES BECAUSE THEY CONTROL THE VOTES. THIS MEANS YOU SHOULD KEEP YOUR MATERIAL SIMPLE, POSITIVE, AND EMOTIONAL... WHILE MAKING SURE YOU ARE TELLING PEOPLE WHAT'S IN IT FOR THEM.

OUR CAMPAIGN WAS RUN THROUGH THE ELEMENTARY SCHOOL BUILDINGS, AND EACH ELEMENTARY PRINCIPAL SELECTED AN AREA CHAIRMAN TO ASSIST HIM. THE AREA CHAIRMAN ORGANIZED BLOCK CAPTAINS TO GO DOOR-TO-DOOR DROPPING OFF CAMPAIGN LITERATURE.

ONCE WE HAD IDENTIFIED OUR BLOCK CAPTAINS, WE PREPARED FOR EACH OF THEM A CAMPAIGN HANDBOOK WHICH PRESENTED AN OVER-VIEW OF THE CAMPAIGN, AND DETAILED THE ROLE THEY WOULD BE PLAYING. WE THEN MET WITH ALL THE BLOCK CAPTAINS IN SMALL GROUP MEETINGS AND REVIEWED THE HANDBOOK.

WE ALSO PREPARED FOR THESE PEOPLE TWO PIECES OF TRAINING LITERATURE. THE FIRST PIECE PRESENTED FINANCIAL DATA IN AN EASILY DIGESTIBLE FORMAT. THE SECOND PIECE WAS A PACKET ANSWERING 50 QUESTIONS COMMONLY ASKED DURING SCHOOL ELECTIONS.

BLOCK CAPTAINS WERE DIRECTED TO MAKE TWO FACE-TO-FACE CALLS ON THE PEOPLE IDENTIFIED BY LARRY'S COMPUTER. THIS MEANT THAT WE ONLY CALLED UPON

REGISTERED PRESCHOOL AND ELEMENTARY PARENTS.

DURING THE FIRST VISITATION BLOCK WORKERS DROPPED OFF A PIECE OF CAMPAIGN LITERATURE, A QUESTION CARD TO BE USED IF THE VOTER THOUGHT OF A QUESTION LATER, AND AN ENDORSEMENT FORM.

IF THE PERSON WAS NOT A HOME, WE LEFT A 4 X 6 CARD IN HIS DOOR WHICH BRIEFLY EXPLAINED THE ISSUES AND TOLD HIM THAT WE WOULD CALL AGAIN.

IF THE PERSON FLATLY STATED THAT HE WAS AGAINST THE SCHOOLS AND HE WOULD VOTE "NO", WE GAVE HIM A CARD THAT SAID, "I INTEND TO VOTE 'NO' ON JUNE 12... AND HERE'S WHY." WE ASKED PEOPLE TO FILL IN THE CARD AND SEND IT TO US BECAUSE WE REALLY DID WANT TO KNOW WHY THEY WERE OPPOSED TO OUR ELECTION ISSUE.

THOSE OF YOU WHO HAVE TAX SYSTEMS SIMILAR TO MICHIGAN'S WILL RECOGNIZE THAT MOST OF THE CARDS INDICATED PEOPLE WERE USING THE SCHOOL ELECTION AS A VOICE IN OPPOSITION TO THE PROPERTY TAX. WE ACCEPTED THIS, BUNDLED THE CARDS TOGETHER, AND SHIPPED THEM TO THE STATE LEGISLATURE.

ON THE SECOND VISITATION, THE BLOCK CAPTAIN DISTRIBUTED OUR CAMPAIGN BROCHURE, ASKED THE PERSON SHE CALLED ON IF HE HAD ANY QUESTIONS, AND THEN ASKED, "IF THE ELECTION WERE HELD TODAY, HOW DO YOU THINK YOUR NEIGHBORS WOULD VOTE?" THERE IS A LITTLE REVERSE PSYCHOLOGY HERE. IF PEOPLE ARE ASKED HOW THEY WILL VOTE, A LARGE PERCENTAGE OF THE TIME THEY WILL RESPOND FAVORABLY BECAUSE OF VARIOUS SOCIAL PRESSURES OR WHATEVER. BY ASKING THEM ABOUT THEIR NEIGHBORS, WE MADE IT EASIER FOR THEM TO INDIRECTLY EXPRESS PERSONAL OPINION.

AT THE CONCLUSION OF THE SECOND VISITATION, BLOCK CAPTAINS SUBJECTIVELY RATED EVERYBODY THEY HAD CALLED ON AS A POSITIVE "YES" VOTER, A POSITIVE "NO" VOTER, OR A "QUESTIONABLE" VOTER. THESE RATING FORMS WERE SENT TO LARRY AND HE ASSEMBLED THEM IN PRIORITY ORDER FOR THE "YES" FILE.

OF COURSE, STAFF MEMBERS WERE KEPT INFORMED OF CAMPAIGN PROCEEDINGS THROUGH OUR INTERNAL NEWSLETTER, AND WE PREPARED AN ELECTION FLYER FOR THEM

ABOUT A WEEK BEFORE THE ELECTION.

DURING THE THREE-WEEK ELECTION-COMMUNICATION PERIOD, THE SUPERINTENDENT AND I WENT AROUND TO EVERY BUILDING AND SPOKE TO TEACHERS, CUSTODIANS, BUS DRIVERS, COOKS, AND OTHERS TO EXPLAIN THE ISSUES AND ANSWER QUESTIONS.

INCIDENTALLY, THIS RAP SESSION FORMAT-- WHICH HAS COME TO BE KNOWN AS THE "ROAD SHOW" IN ROCHESTER --IS A VERY BENEFICIAL COMMUNICATION TECHNIQUE FOR YEAR-AROUND USE.

OUR THIRD DEFINED AUDIENCE, OUTSIDE EDUCATORS, RECEIVED PERSONAL AND WRITTEN CONTACTS. FIRST, THE EDUCATION ASSOCIATION SENT TWO LETTERS-- WHICH WE WROTE -- ASKING FOR SUPPORT AT THE POLLS. THEN EACH ROCHESTER TEACHER WAS ASSIGNED FIVE OUTSIDE EDUCATORS, AND WAS INSTRUCTED TO CALL THEM, EXPLAIN THE IMPORTANCE OF AN AFFIRMATIVE VOTE, AND, IN GENERAL, COURT THE ASSIGNED COLLEAGUES AND MAKE SURE THEY GOT TO THE POLLS ON ELECTION DAY.

THE COMMUNITY RECEIVED BROADLY BASED INFORMATION THROUGH OUR DISTRICT'S MONTHLY NEWSLETTER AND A COLUMN IN THE NEWSPAPER.

NO COFFEE KLOTCHES WERE HELD DURING THE CAMPAIGN, BUT WE DID SPEAK TO VARIOUS SERVICE ORGANIZATIONS AS A MATTER OF COURTESY. WE ALSO EMPHASIZED OUR WORTH TO THE COMMUNITY BY INVOLVING KIDS IN EVENTS WE CALLED "SPECIALS." THESE EVENTS WERE NON-ELECTION IN NATURE, AND WERE DESIGNED TO DEMONSTRATE THAT OUR SCHOOLS WERE DOING A DECENT JOB.

DURING THE COURSE OF THE CAMPAIGN EACH ELEMENTARY PRINCIPAL COMPOSED A "PERSONAL" LETTER REQUESTING SUPPORT. THESE LETTERS WERE DISTRIBUTED TO ALL PARENTS.

WE ALSO ASKED EACH ELEMENTARY PRINCIPAL TO WRITE A HAND-WRITTEN POSTCARD TO HIS POSITIVE PARENTS THANKING THEM FOR THEIR HELP DURING THE CURRENT SCHOOL YEAR. EACH PRINCIPAL SENT OUT OVER 200. WE FEEL THIS TECHNIQUE HAD A TREMENDOUS IMPACT, AND WE WILL CONTINUE DOING IT WHETHER OR NOT WE HAVE AN ELECTION.

WE MENTIONED NEW PARENTS EARLIER, AND I THINK WE SHOULD TELL YOU THE TECHNIQUE WE USE TO KEEP IN TOUCH WITH THESE PEOPLE. MY SECRETARY RECORDS EACH

BIRTH IN OUR COMMUNITY. THEN WE SEND A LETTER OF BELATED CONGRATULATIONS WHICH ASSURES THE PARENTS THAT WE HAVE A FINE SCHOOL DISTRICT AND THAT WE ARE PREPARING FOR THEIR CHILD. A MEMBERSHIP CARD IS ENCLOSED FOR THE CHILD WHICH MAKES HIM A MEMBER OF THE "FUTURE STUDENTS' ASSOCIATION."

AFTER ONE YEAR THE CHILD IS SENT A HAPPY BIRTHDAY GREETING WHICH AGAIN ASSURES THE PARENTS THAT WE WILL HAVE A TEACHER, DESK, BOOK, AND CHAIR READY FOR THEIR CHILD WHEN HE ENTERS KINDERGARTEN IN FOUR YEARS. THESE BIRTHDAY MAILINGS ARE REPEATED YEARLY... AND MAY CONTAIN A DEVELOPMENTAL CHART FOR THE PARENTS OR A LIST OF BABYSITTERS TRAINED BY OUR COMMUNITY EDUCATION PROGRAM. OF COURSE, THESE MAILINGS GIVE US A PRIME OPPORTUNITY TO LATER REAFFIRM OUR GOOD INTENTIONS WHILE ASKING FOR SUPPORT IN AN UP-COMING ELECTION.

BY ELECTION DAY WE HAD PUMPED ENOUGH CAMPAIGN LITERATURE, PERSONAL CONTACTS, AND SURVEYS TO OUR "YES" VOTERS TO MAKE THEM KNOWLEDGEABLE OF THE ISSUES. OUR GOAL ELECTION DAY WAS TO GET 75% OF THE "YES" FILE TO THE POLLS. TO DO THIS WE SET UP TWO SEPARATE TELEPHONE SYSTEMS.

TELEPHONE SYSTEM ONE WAS IMPLEMENTED TWO DAYS BEFORE THE ELECTION. THE EDUCATION ASSOCIATION PROVIDED 120 VOLUNTEER CALLERS, AND THEY WERE EACH GIVEN A LIST OF 25 OR 30 PEOPLE TO CALL WITH A REMINDER TO VOTE.

THE DAY OF THE ELECTION TELEPHONE SYSTEM TWO WAS ACTIVATED. WE HAD PLACED POLL WATCHERS AT EACH PRECINCT WITH A COPY OF THE "YES" FILE IN ALPHA ORDER. AS PEOPLE VOTED THEY WERE CHECKED AGAINST THE "YES" FILE. IF THEY WERE NOT IN THE FILE THEY WERE ASSUMED TO BE "NO" VOTERS. EACH POLL WATCHER PHONED HIS VOTER TABULATIONS TO THE CAMPAIGN DIRECTOR HOURLY. THIS PROVIDED US WITH AN APPROXIMATE IDEA OF HOW THE CAMPAIGN WAS GOING IN THE VARIOUS PRECINCTS.

AT FIVE O'CLOCK TEAMS OF TELEPHONE CALLERS MET AT THE PRECINCTS AND PICKED UP "YES" FILE LISTINGS. THEN THEY WENT TO AVAILABLE PHONES TO CALL ANYONE NOT CHECKED OFF AS HAVING VOTED. BECAUSE WE HAD SOME DOUBTS ABOUT BEING ABLE TO CALL EVERYONE, WE HAD PREVIOUSLY ESTABLISHED A CALLING PRIORITY.

WE FELT THAT THERE WERE PEOPLE IN THE "YES" FILE WHO WERE MORE LIKELY THAN OTHERS TO VOTE FAVORABLY. THEY WERE ASSIGNED A PRIORITY ONE CODE AND WERE CALLED FIRST.

PRIORITY TWO VOTERS WERE PROFESSIONAL EDUCATORS AND PARENTS OF PRESCHOOL CHILDREN. EVERYONE ELSE WAS CLASSIFIED AS PRIORITY THREE.

WHEN ONE GOES THROUGH THE RIGORS, TORTURES, AND INDIGNATIES OF A CAMPAIGN LIKE THIS, THE IMMEDIATE QUESTION IS: "WHAT HAPPENED?"

LET ME ASSURE YOU THAT WE DID WIN OUR ELECTION. MORE SPECIFICALLY, LET ME TELL YOU THAT THE PREDICTIONS BASED ON OUR "YES" FILE TABULATIONS AND THE ACTUAL VOTE DIFFERED BY THREE-TENTHS OF ONE PERCENT!

IN EVALUATING OUR ELECTION WE FOUND THAT 41% OF THE REGISTERED VOTERS HAD TURNED OUT. THIS WAS THE HIGHEST TURNOUT IN THE HISTORY OF THE ROCHESTER COMMUNITY SCHOOLS. THE INTERESTING THING, HOWEVER, WAS THAT OVER 70% OF THOSE PEOPLE IN THE "YES" FILE VOTED. THIS INDICATES TO US THAT BY DEFINING AUDIENCES AND TAILORING CAMPAIGN MATERIALS TO THEIR NEEDS, ONE CAN SIGNIFICANTLY AFFECT ELECTION RESULTS.

WE ALSO FOUND THAT 5574 PEOPLE VOTED IN THE LAST ELECTION. THESE PEOPLE--IN THE LAST FIVE ELECTIONS --HAVE CAST OVER 15,000 VOTES... OR 80.2% OF ALL THE VOTES CAST. THE 59% THAT DID NOT VOTE IN OUR MOST RECENT ELECTION HAVE ONLY CAST 3700 VOTES IN THE PAST FIVE YEARS.

WE KNOW NOW THAT THE ODDS ARE BETTER THAN TWO TO ONE THAT THE PEOPLE WHO VOTED IN THE LAST ELECTION WILL VOTE IN THE NEXT ELECTION. WE ALSO KNOW THAT THE ODDS ARE ELEVEN TO ONE THAT THE PEOPLE WHO DID NOT VOTE IN THE LAST ELECTION WILL VOTE IN THE NEXT ELECTION.

WE FIND, QUITE SIMPLY, THAT THE VOTER TURNOUT SIZE IS NOT AS CRITICAL AS THE AUDIENCES WHICH THE VOTERS REPRESENT. BY CAREFUL AND CALCULATED PRODDING OF SUPPORTERS, WE WERE ABLE TO SIMPLY OUTNUMBER THE "NO" VOTERS.

ALLOW US TO CONCLUDE BY READING A PROFILE OF ONE OF OUR VOTERS. IT SHOULD INDICATE SOME OF THE POSSIBILITIES POSSIBLE IN AN EDP-PR MARRIAGE:

CONSIDER JOHN BARTLEY, A REGISTERED VOTER IN THE ROCHESTER COMMUNITY SCHOOL DISTRICT. JOHN LIVES AT 291 RIVER ROAD IN OAKLAND TOWNSHIP. HE IS A MALE CAUCASIAN BORN AUGUST 3RD, 1932.

MR. BARTLEY LIVES IN THE WEST ELEMENTARY SCHOOL ATTENDANCE AREA AND HAS THREE CHILDREN ATTENDING THAT SCHOOL. HIS RESIDENCE IS LOCATED IN PRECINCT FIVE, AND HE WILL VOTE AT FISHER ELEMENTARY SCHOOL.

JOHN DID NOT SIGN THE PETITION AGAINST OUR CURRENT LITERATURE COURSE WHICH WAS PRESENTED TO THE BOARD OF EDUCATION IN JUNE.

WE ALSO KNOW THAT JOHN BARTLEY IS A PROFESSIONAL EDUCATOR EMPLOYED BY THE SOUTHFIELD PUBLIC SCHOOLS. MR. BARTLEY HAS CAST VOTES IN FIVE OF THE SIX ELECTIONS RECORDED ON OUR DATA CARDS... MISSING ONLY THE NON-FINANCIAL SCHOOL BOARD ELECTION JUNE 8TH, 1970.

THE PROBABILITY THAT JOHN BARTLEY WILL VOTE IN OUR NEXT FINANCIAL ELECTION IS 22 TO 1. THE PROBABILITY THAT HE WILL VOTE FAVORABLY IS ALSO VERY GOOD... ESTIMATED AT 9 TO 1. THIS ESTIMATE IS BASED ON HIS PREVIOUS VOTING RECORD AND THE FACT THAT HE FALLS INTO TWO OF OUR DEFINED AUDIENCES.

WE HAVE CLASSIFIED JOHN AS A "PRIORITY ONE" VOTER-- A CLASSIFICATION RESERVED FOR THOSE IDENTIFIED AS MOST FAVORABLE TO THE SCHOOLS.

JOHN BARTLEY'S RESIDENT TELEPHONE NUMBER IS 659-7983.

WE ALSO KNOW THAT IN THE LAST ELECTION...

-- JOHN RECEIVED TWO FACE-TO-FACE CONTACTS FROM BLOCK WORKERS
-- WAS RATED AS A POSITIVE YES VOTER BY THE BLOCK CAPTAIN
-- WAS IDENTIFIED AS A POSITIVE YES VOTER BY HIS SON'S TEACHER
-- WAS CALLED WITH A REMINDER TO VOTE TWO DAYS BEFORE THE ELECTION
-- DID NOT VOTE BY 6:00 P.M. ELECTION DAY AND WAS CALLED WITH ANOTHER REMINDER
-- AND RECEIVED TWO PRO-ELECTION LETTERS FROM THE EDUCATION ASSOCIATION

BECAUSE OF HIS OCCUPATION AND DEFINED AUDIENCE AFFILIATIONS, CHANCES ARE THAT JOHN'S WIFE, A BOOSTER CLUB MEMBER, WILL ALSO VOTE FAVORABLY... 7 TO 2 PROBABILITY.

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